

# Subhankar Das

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## SKILLS

- **Technical:** Figma, HTML/CSS/Javascript, C++, Python, Tensorflow, SQL
- **Design:** Information Architecture, User flow, Wireframing, Affinity mapping, User journey map, User Persona, Advanced Prototyping, User Research, Competitive Analysis, Market research, Usability Testing, Design System, Visual Design, Responsive Web, App Design, Design for Accessibility, Brand Design
- **Collaboration:** Agile Development, Monday, Asana, Slack, Github, Google colab, VScode

## EXPERIENCE

### **Booking.com, Kolkata, India** – *Product Designer (Personal Project)*

Aug 2024 – Sep 2024 (3 weeks)

- Conducted in-depth market research and competitive analysis, identifying key pain points in the trip-booking experience and opportunities to integrate generative AI solutions.
- Developed user personas, journey maps, and "How Might We" statements to align design goals with user needs, enabling a seamless trip-planning experience.
- Designed interactive prototypes with animations and visual design elements, iterating through usability testing with a cohort of 5 users to achieve a 32% improvement in task completion time.
- Collaborated with a cohort team, leveraging frameworks like affinity mapping to brainstorm innovative ideas and implement AI-driven recommendations for trip planning.

### **Expedia, Kolkata, India** – *Product Designer (Personal Project)*

June 2024 – July 2024 (3 weeks)

- Designed "Expedia 360," an AI-powered feature for generating travel itineraries, from wireframes to prototypes.
- Built a cohesive design system and refined the feature through usability testing.
- Used the agile development framework to ensure efficiency and delivery within 3 weeks.

### **MunchSpot, Kolkata, India** – *Product Designer (Personal Project)*

Nov 2024 – December 2024 (3 weeks)

- Designed **MunchSpot**, a street food finder app merging food delivery, social media, and exploration features.

- Created features like "Explore" and "Street Food Awards" through wireframing, prototyping, and user journey mapping.
- Conducted usability testing to refine the design and improve user experience.
- Received overwhelmingly positive feedback on the concept and design from users and peers.

### **Fitin, Kolkata, India** – *Product Designer (Personal Project)*

Sep 2024 – Oct 2024 (3 weeks)

- Designed **Fitin**, an app aimed at helping users stay consistent in their fitness and healthy living goals.
- Developed features like personalized fitness plans, progress tracking, and habit reminders through wireframing and prototyping.
- Conducted user research and usability testing to ensure the app aligns with user needs and enhances engagement.
- Received positive feedback for the intuitive design and its potential to improve fitness consistency.

### **Tinder, Kolkata, India** – *Product Designer (Personal Project)*

April 2024 – May 2024 (2 Months)

- Designed an innovative Tinder feature to help matches break the ice by secretly expressing interest in a date, with notifications triggered only when both are interested.
- Developed a gamified "date destination chooser" using a swipe-based mechanism to make planning dates fun and interactive.
- Created user journey maps and wireframes to ensure a seamless and engaging user experience.
- The concept and design were praised by *Shai Krishna*, an experienced designer with over 8 years in the industry and a notable Instagram influencer.

## EDUCATION

- **B.Tech. in Computer Science & Engineering at FIEM (Kolkata)**

**CGPA(9.03/10) Top 10 rank holder in college**

2019 – 2023

- **CODING MAFIA at CODING CLUB INDIA**

**#1 leaderboard**

2021 – 2022

- **GOOGLE Hash Code Rank Holder**

2022

- **Product Design fellow at NextLeap**

2024